

**GOVERNMENT OF INDIA
MINISTRY OF LABOUR AND EMPLOYMENT
LOK SABHA
UNSTARRED QUESTION NO. 3025
TO BE ANSWERED ON 31.12.2018**

EXPLOITATION OF CHILDREN THROUGH ADVERTISEMENTS

†3025. SHRI LAKHAN LAL SAHU:

Will the Minister of LABOUR AND EMPLOYMENT be pleased to state:

- (a) whether Government is aware that children are being exploited through the commercial advertisement and T.V. shows;**
- (b) if so, the details thereof along with reaction of the Government thereto;**
- (c) whether exploitation of such children is covered under Child Labour (Prohibition and Regulation) Act, 1986;**
- (d) if so, the details thereof; and**
- (e) the corrective steps taken/being taken by the Government in this regard?**

ANSWER

**MINISTER OF STATE (IC) FOR LABOUR AND EMPLOYMENT
(SHRI SANTOSH KUMAR GANGWAR)**

(a) & (b): As per information furnished by Ministry of Information and Broadcasting, all programmes and advertisements telecast on private satellite TV Channels are required to adhere to the Programme and Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and the rules framed thereunder. These codes contain specific provisions relating to child-related content which are as under:

Rule 6(1) of Programme Code provides that no programme should be carried in the cable service which denigrates children.

Rule 6(5) of Programme Code provides that programmes unsuitable for children must not be carried in the cable service at times when the largest number of children are viewing.

Rule 7(7) of the Programme Code provides that no advertisement which endangers the safety of children or creates in them any interest in unhealthy practices or shows them begging or in an undignified or indecent manner shall not be carried in the cable service.

Contd..2/-

Appropriate action is taken against the channels in case of violation of the said codes is established. The National Commission for Protection of Child Rights (NCPCR) had issued guidelines to regulate child participation in TV serials, reality shows and advertisements in 2011, which are also available on the website (www.mib.nic.in). The guidelines have also been referred to News Broadcasters Association, Indian Broadcasting Foundation, MSO Alliance and Cable Operators Federation of India with a request to circulate the same among their Member TV channels for compliance and to place on their websites also.

(c) to (e): The employment or work of children below 14 year has been completely prohibited subsequent to the enactment of the Child Labour (Prohibition & Regulation) Amendment Act, 2016 effective from 1.9.2016. However in exception to the above provision of the Act, artists in an audiovisual entertainment industry, including advertisement, films, television serials or any such other entertainment or sports activities except the circus, has been permitted to work subject to certain conditions and safety measures. The Child Labour (Prohibition & Regulation) Amendment Rules, 2017 notified on 2.6.2017 inter alia provides that:

(i) No child shall be allowed to work for more than five hours in a day, and for not more than three hours without rest.

(ii) Any producer of any audio –visual media production or any commercial event involving the participation of a child, shall involve a child in participation only after obtaining the permission from the District Magistrate of the district where the activity is to be performed, with an undertaking indicating the list of child participants, consent of parents/ guardian, name of the individual from the production or event responsible for the safety and security of the child etc. This undertaking would be valid for six months.

(iii) One responsible person be appointed for maximum of five children for the production or event, so as to ensure the protection, care and best interest of the child;

(iv) No child shall be made to participate in any audio visual and sports activity including informal entertainment activity against his will and consent.
